

FIG. 1

097570220-032601

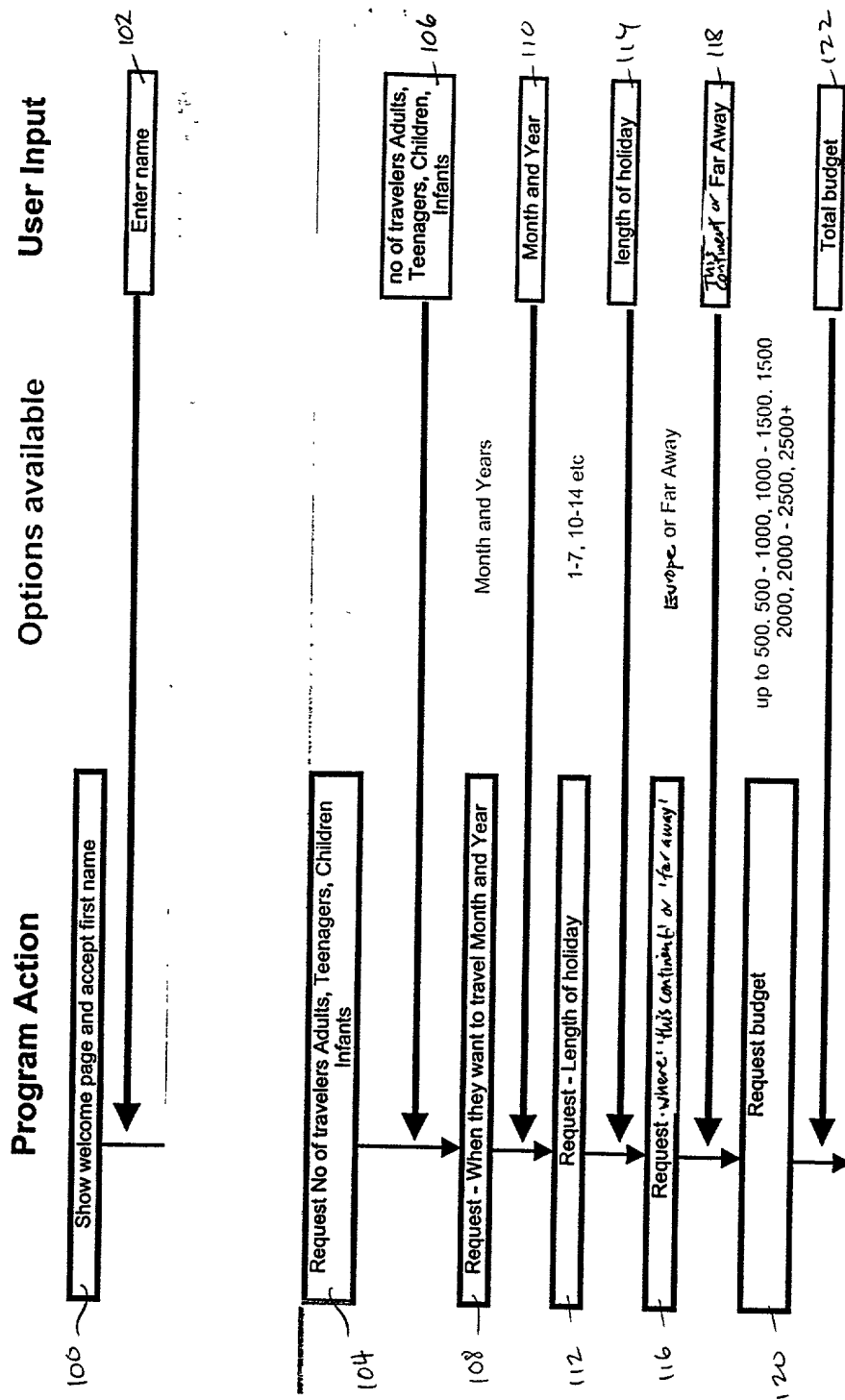


FIG. 2A

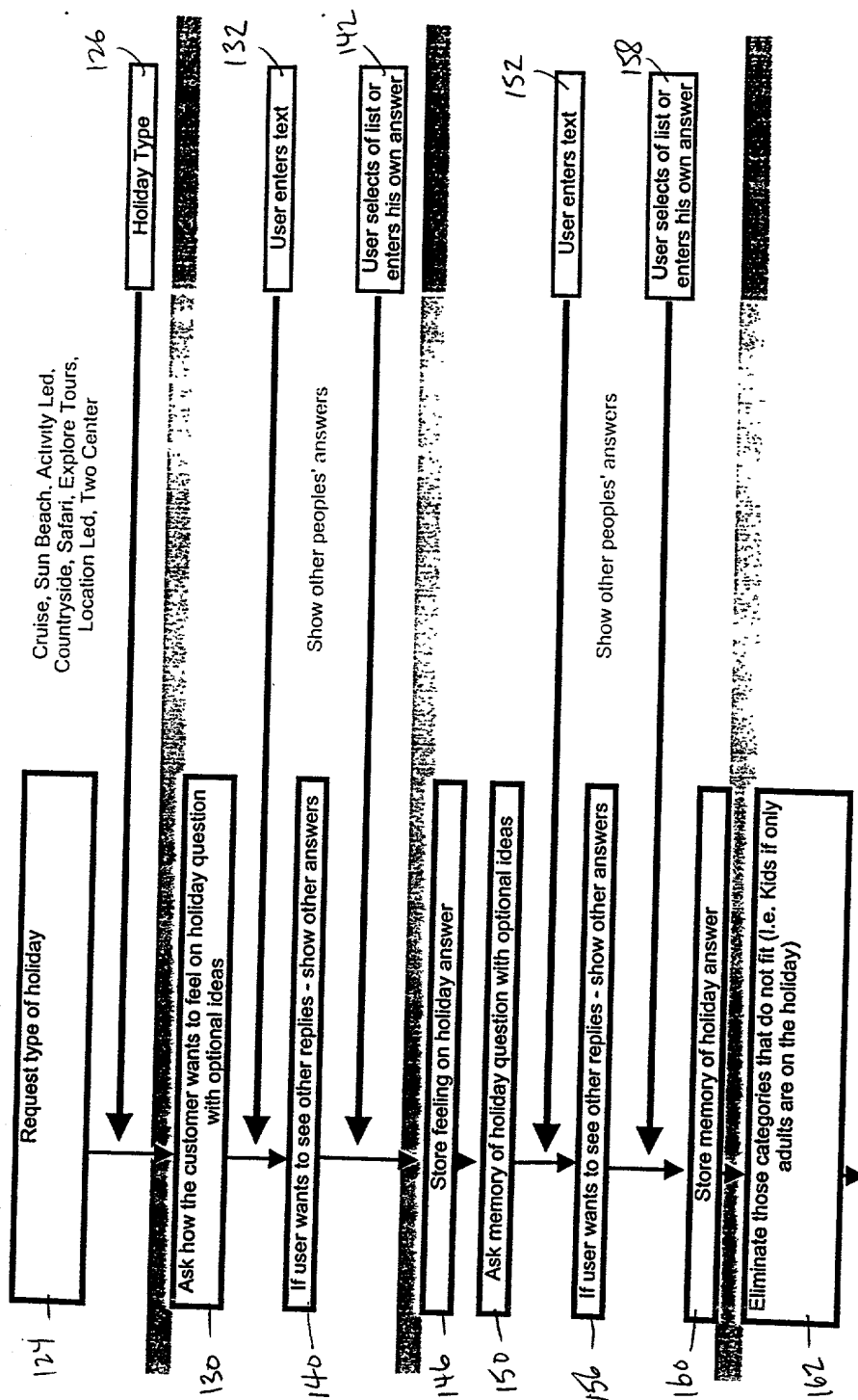


Fig. 2B

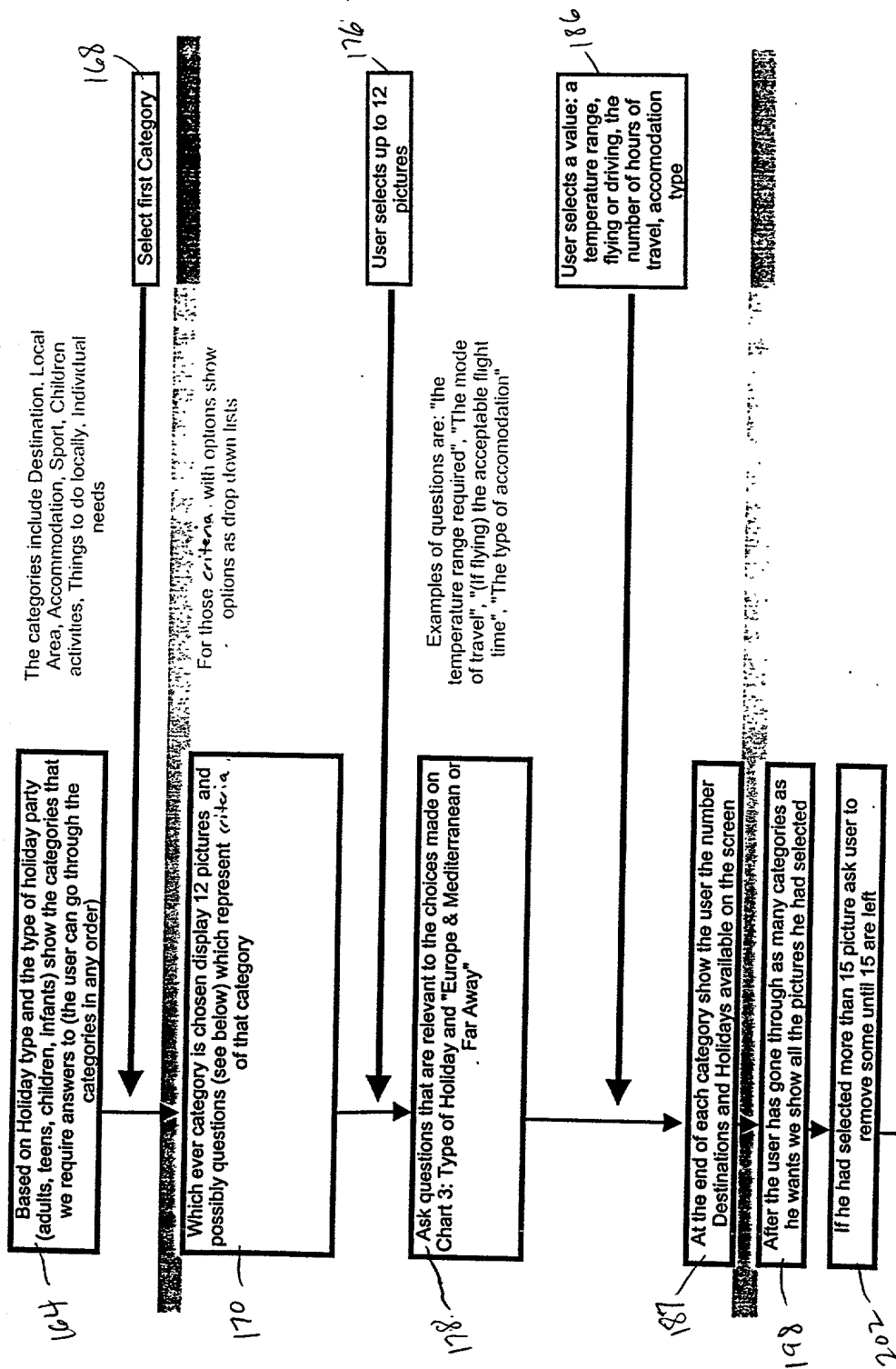


FIG. 2C

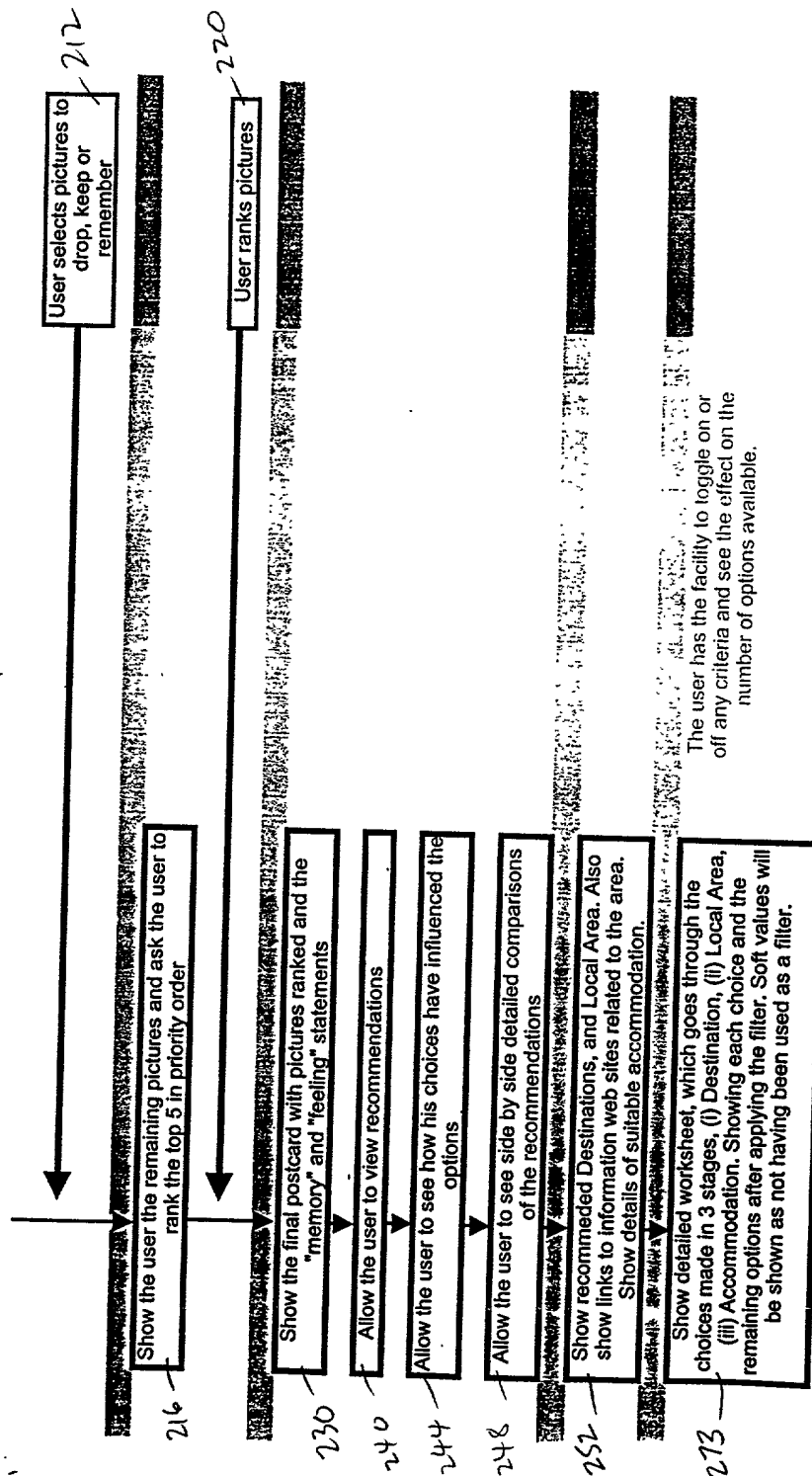


FIG. 2D

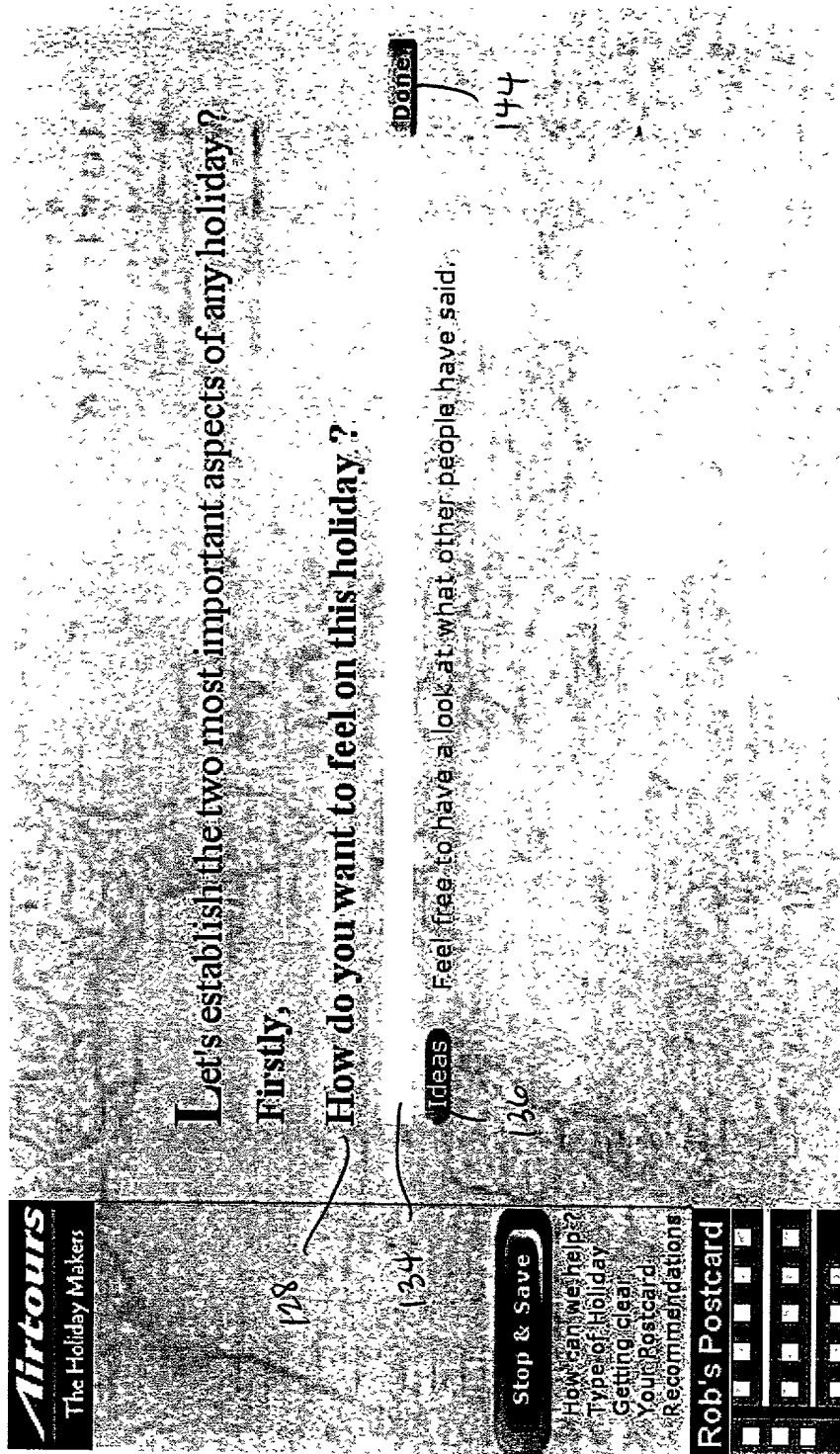


FIG 3

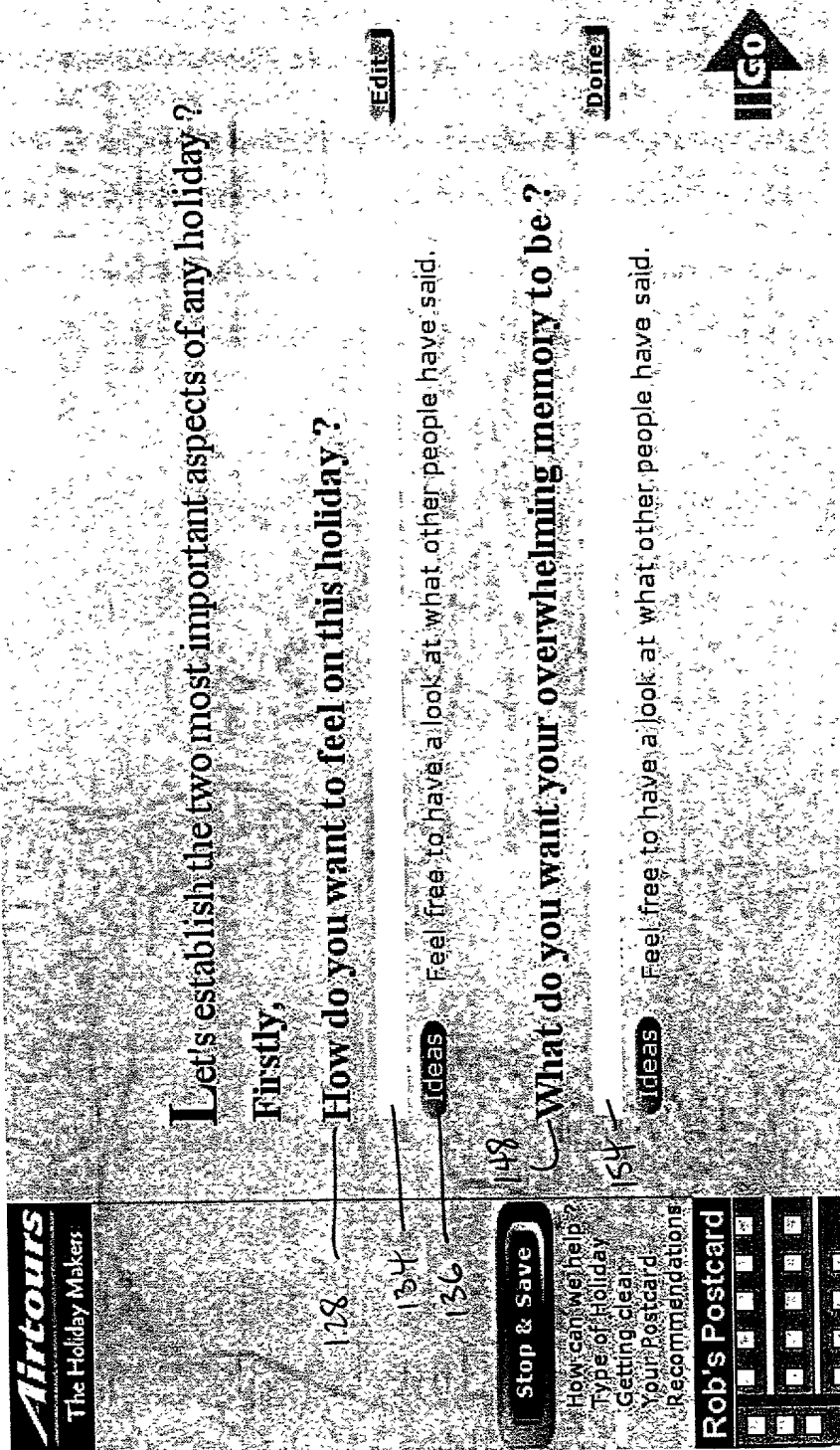



FIG. 3



The Holiday Makers

Get Clear Menu

- Location
- Where to stay
- What to do
- Key for children
- Treats for others
- Local Area

Stop & Save

How can we help?

Type of Holiday

Getting clear

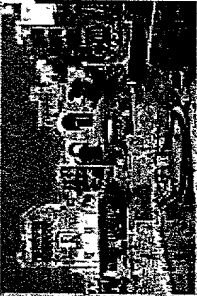
Your Postcard

Recommendations


Rob's Postcard

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40

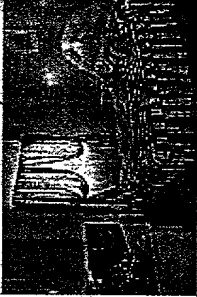
You can do as many or as few of these getting clear sections as you want, and in any order. Remember your finished card is limited to fifteen images, but if you do choose too many from these sections you can always drop some to make your final list.




Destination




Local Area




Accommodation



Important for Kids



Thing to do



Individual Needs

Click on an image to start

166a

166b

166c

166d

166e

166f

FIG. 5



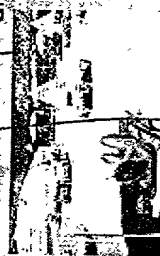
172

FIG. 6

172a

What sort of European/Mediterranean Beach destination do you fancy?

Check white boxes on the ones for you. Not too many!



Sun, Sea & Sand



Peace & Quiet



Active



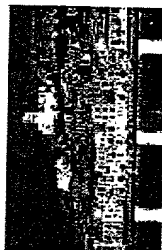
Places to explore



Dramatic Scenery



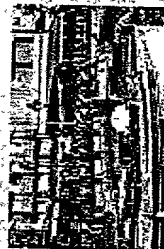
Away from it all



Romantic



Lively



Old World



New World



Holiday Location



Cultural Location

What temperature suits? 80 > 90

How will you travel?

What about flight times? 8-12 hrs



Air

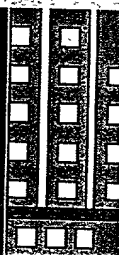
**Airtours**  
The Holiday Makers

Get Clear Menu  
Location  
Where to stay  
What to do  
Key for children  
Treats for others  
Local Area

Stop & Save

How can we help?  
Type of Holiday  
Getting clear  
Your Postcard  
Recommendations

**Rob's Postcard**



184

180

182

170

172b

The Holiday Makers

Get Clear Menu

Location

Where to stay

What to do

Key for children

Treats for others

Local Area

Stop & Save

How can we help?

Type of Holiday

Getting clear

Your Postcard

Recommendations

Rob's Postcard


What sort of far away Beach destination do you fancy?

Check white boxes on the ones for you. Not too many!


What temperature suits? 80 > 90 ☐ 8-12 hrs ☐ 11 Go

How much rain is OK? under 3 ☐ Do you mind getting? Jobs No Visa No

FIG. 7



The Holiday Makers

Get Clear Menu

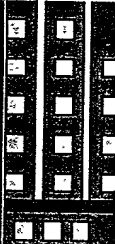
- Location
- Where to stay
- What to do
- Key for children
- Treats for others
- Local Area

Stop & Save

How can we help?













- Type of Holiday
- Getting clear
- Your Postcard
- Recommendations

Rob's Postcard



## What are you looking for in the local area where you'll stay?

Select the things that interest you most. But please note that the actual places featured whilst in Europe may not be in the Area you are going to.

 <p>On the Strip</p>	 <p>Out of Town</p>	 <p>Scenic Views</p>	 <p>Seclusion</p>
 <p>Modern</p>	 <p>Heritage</p>	 <p>Passion for food</p>	 <p>Glamorous</p>
 <p>Night Life</p>	 <p>Restaurants</p>	 <p>Street cafes</p>	 <p>Local Markets</p>

Go

FIG. 8

The Holiday Makers

**Get Clear Menu**

- Location
- Where to stay
- What to do
- Key for children
- Treats for others
- Local Area

**Stop & Save**

How can we help?

- Type of Holiday
- Getting clear
- Your Postcard
- Recommendations

**Rob's Postcard**

# What kind of accommodation do you want?

Where would you like to stay?

Luxury

Standard

Basic

Food Options

Hotel

Resort

Apartment

Villa

Modern

Traditional

Classic Property

Number of Rooms

Distance to Beach


Onsite Entertainment

Gym

Swimming Pool

Go

FIG. 9



**Airtours**  
The Holiday Makers

**Get Clear Menu**

- Location
- Where to stay
- What to do
- Key for children
- Treats for others
- Local Area

**Stop & Save**


How can we help?

- Type of Holiday
- Getting clear
- Your Postcard
- Recommendations


**Rob's Postcard**

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30


## What is going to be important for your kids?




Playmates




Games




Kids Club




Children's Pool




Baby Sitting




High Chairs/Cots




Children's Menus




Safe Disco




Safe Beach




Play Area



4-5 Bed Rooms



Joining Rooms



GO

FIG. 10

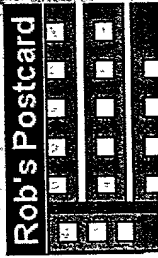


Get Clear Menu  
Location  
Where to stay  
What to do  
Key for children  
Treats for others  
Local Area

194

Stop & Save

How can we help?  
Type of Holiday  
Getting clear  
Your Postcard  
Recommendations



## What do you want to do on holiday?

Select the things that interest you most. But please note that the actual places featured whilst in Europe may not be in the Area you are going to.



Restaurants



Family eating out



Shopping



Shopping



Street Cafes



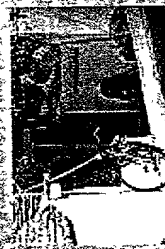
Be Pampered



Romantic Evenings



Clubbing



Bike/Car Hire



Beauty Spots



Historic Places



Museums

Fig. 11

## Individual Needs -

## Vegetarian Meals

~~Wheelchair  
Access~~

**No need to  
climb stairs  
or Lift**

## Stop & Save

How can we help?  
Type of Holiday  
Getting clear  
Your Postcard  
Recommendations

## Rob's Postcard

**Owners Pets  
allowed**

**Write your own**

**Write your own**

## Write your own

**Owners Pets  
allowed**

## No Dogs at Property

FIG. 12

204

**You have selected 23 images, which now need to be reduced to 15.**  
**Please drop 7 by clicking on the tabs to indicate which to keep or drop.**  
 We will take account of any you drop in evaluating recommendations.

**Airtours**  
 The Holiday Experts

### Rob's personal Postcard - May 2001

	1st	2nd	3rd	4th	5th
2 Adults 2 Children					
Europe & Med	Hideaway gems Keep <input checked="" type="checkbox"/> 206	Resort Drop <input checked="" type="checkbox"/> 208	Landmark Cities Keep <input checked="" type="checkbox"/> 206	Romantic Keep <input checked="" type="checkbox"/> 210	Hilltop Retreat Keep <input checked="" type="checkbox"/>
Sun- Beach					
10-14 days	Dramatic Drop <input checked="" type="checkbox"/>	Desert Island Drop <input checked="" type="checkbox"/>	Resort Keep <input checked="" type="checkbox"/>	Inspirational Keep <input checked="" type="checkbox"/>	Dramatic Keep <input checked="" type="checkbox"/>
Budget: £2000- 2500					
Keep & Drop	Romantic Drop <input checked="" type="checkbox"/>	Lively Keep <input checked="" type="checkbox"/>	Harbour Views Keep <input checked="" type="checkbox"/>	Scenic Coast Drop <input checked="" type="checkbox"/>	Desert Island Keep <input checked="" type="checkbox"/>
	Romantic Drop <input checked="" type="checkbox"/>	Lively Keep <input checked="" type="checkbox"/>	Harbour Views Keep <input checked="" type="checkbox"/>	Scenic Coast Drop <input checked="" type="checkbox"/>	Desert Island Keep <input checked="" type="checkbox"/>

FIG. 13

200



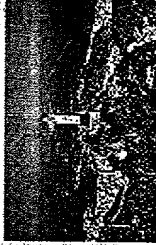


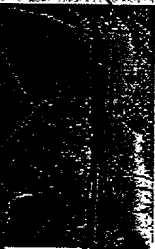









092525250



218

Prioritise your top five, which will then appear on the top row of you postcard.  
The remainder of your preferences will appear below and will still the used in our recommendations.

**Rob's personal Postcard - May 2001**

	1st	2nd	3rd	4th	5th
<b>2 Adults 2 Children</b>					
<b>Europe &amp; Med</b>	<b>Hilltop Retreat</b> Put in my top five <u>4</u>	<b>Resort</b> Put in my top five <u>5</u>	<b>Landmark Cities</b> Put in my top five <u>5</u>	<b>Romantic</b> Put in my top five <u>5</u>	<b>Hilltop Retreat</b> Put in my top five <u>5</u>
<b>Sun- Beach</b>					
<b>10-14 days</b>	<b>Desert Island</b> Put in my top five <u>3</u>	<b>Desert Island</b> Put in my top five <u>5</u>	<b>Resort</b> Put in my top five <u>5</u>	<b>Inspirational</b> Put in my top five <u>5</u>	<b>Dramatic</b> Put in my top five <u>2</u>
<b>Budget: £2000- 2500</b>					
	<b>Romantic</b> Put in my top five <u>5</u>	<b>Lively</b> Put in my top five <u>5</u>	<b>Harbour Views</b> Put in my top five <u>5</u>	<b>Scenic Coast</b> Put in my top five <u>5</u>	<b>Desert Island</b> Put in my top five <u>1</u>

4  
214

FIG. 14

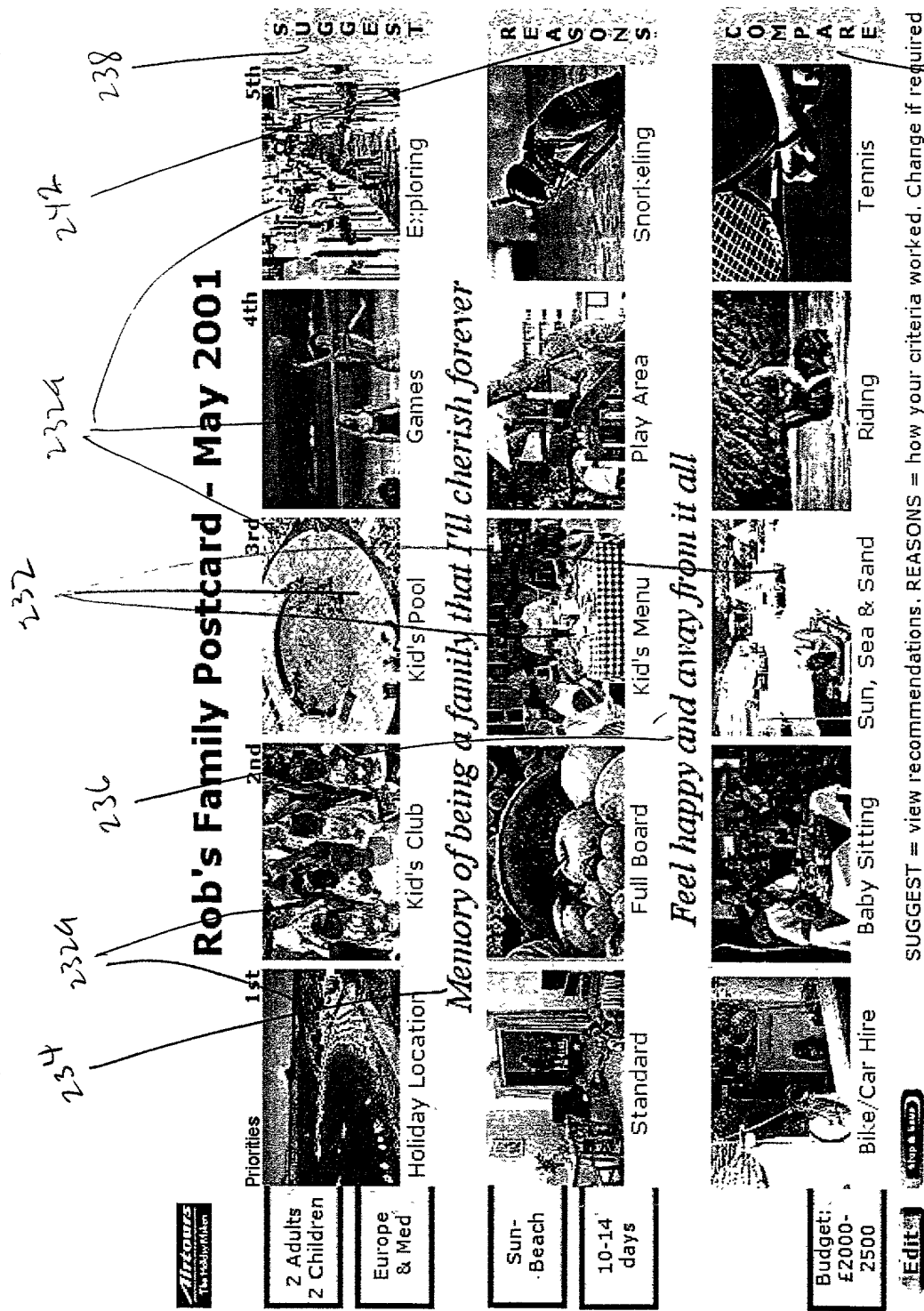


FIG. 15

09757020 032604

254

253a

258


256

264

250

253b

# Barbados





**RECOMMENDATIONS**

**ALMOND BEACH CLUB**  
Holetown St James

161 rooms, in beautiful 32 acre gardens, all with air conditioning. Choice of restaurants and bars. Beach front; Pools; Tennis Courts; Watersports; Spa, and wide range of pampering and relaxation treatments.

**CORAL REEF CLUB**  
Holetown St James

85 rooms, in beautiful gardens, all spacious with air conditioning. Choice of restaurants and bars. Beach front; Pools; Tennis Courts; Watersports; Spa, and wide range of pampering and relaxation treatments.

**PRICE:**  
2 Adults x 14 nights @ circa £4125  
7 Nights 1229 extra nights 119  
Full board; local drinks; and sports

**FLIGHTS:**  
Heathrow: Mon/Thurs/Sun  
Gatwick: Daily

**AVAILABILITY:**  
May usually shows some spare capacity.

260


262

266

268

270


# Aruba



**RECOMMENDATIONS**

**ARUBA MARRIOTT RESORT**  
Palm Beach

411 rooms, in 10 acres tropical gardens, all with air conditioning. Choice of restaurants and bars. Beach front with Pool; swim up bar; Tennis Courts; Watersports; Spa; Sauna; Shops and Casino.



**PRICE:**  
2 Adults x 14 nights @ circa £3098  
Room Only  
7 Nights from 1069 extra nights 68

**FLIGHTS:**  
Daily via Amsterdam

**AVAILABILITY:**  
May usually shows some spare capacity.

Rob's Postcard

FIG. 16



## This is how your choices influenced your options

TYPE OF PACKAGE	Sun/Beach	On/Off	139 destinations with 7,500 hotels/villas/apartments
DURATION	10-14 days	On/Off	139 destinations with 7,500 hotels/villas/apartments
TRAVELLERS	2 adults	On/Off	139 destinations with 7,500 hotels/villas/apartments
HOW FAR?	Far Away	On/Off	92 destinations
BUDGET	2500-3000	On/Off	92 destinations
FLIGHT TIME	8-12 hrs	On/Off	36 Destinations
DATE	May	On/Off	36 Destinations
TEMPERATURE	80-90	On/Off	Kenya (Mombasa/Malini), Maldives, Seychelles, Sri Lanka, Antigua, Aruba, Bahamas, Barbados, Cayman, Cuba, Grenada, Jamaica, Nevis, St Kitts, St Lucia, Trinidad & Tobago, Turks & Caicos, Orlando and China (Peking)
RAINFALL	under 3"	On/Off	Aruba, Barbados, China (Peking)
LOCAL AREA	Resort	On/Off	Aruba, Barbados
	Romantic	On/Off	A matter of personal judgement
	Inspirational	On/Off	A matter of personal judgement
	Glamorous	On/Off	Barbados, St James Beach, Aruba, Palm Beach
ACCOMODATION	Luxury	On/Off	Barbados, St James Beach x 3. Aruba, Palm Beach x 1
	Full Board	On/Off	Barbados, St James Beach x 3. Aruba, Palm Beach x 1
	Pool	On/Off	Barbados, St James Beach x 3 Aruba, Palm Beach x 1
	Beachfront	On/Off	Barbados, St James Beach x 3 Aruba, Palm Beach x 1
SPORTS	Suba Diving	On/Off	Barbados, St James Beach x 3 Aruba, Palm Beach x 1
THINGS TO DO	Restaurants	On/Off	Barbados, St James Beach = Amond Beach Club = Coral Reef Club Aruba, Palm Beach = Aruba Marriott Resort

Stop & Save

- ✓ How can we help?
- ✓ Type of Holiday
- Getting clear
- Your Postcard
- Recommendations

Rob's Postcard



FIG. 17



## This is how your choices influenced your options

TYPE OF PACKAGE	Sun/Beach	Full	139 destinations with 7,500 hotels/villas/apartments
DURATION	10-14 days	Full	139 destinations with 7,500 hotels/villas/apartments
TRAVELLERS	2 adults	Full	139 destinations with 7,500 hotels/villas/apartments
HOW FAR ?	Far Away	On/Off	92 destinations
BUDGET	2500-3000	On/Off	92 destinations
FLIGHT TIME	8-12 hrs	On/Off	36 Destinations
DATE	May	On/Off	36 Destinations
TEMPERATURE	80-90	On/Off	Kenya (Mombasa/Malini), Maldives, Seychelles, Sri Lanka, Antigua< Aruba, Bahamas, Barbados, Cayman, Cuba, Grenada, Jamaica, Nevis, St Kitts, St Lucia, Trinidad & Tobago, Turks & Caicos, Orlando and China (Peking)
RAINFALL	under 3"	On/Off	Kenya (Mombasa/Malini), Maldives, Seychelles, Sri Lanka, Antigua< Aruba, Bahamas, Barbados, Cayman, Cuba, Grenada, Jamaica, Nevis, St Kitts, St Lucia, Trinidad & Tobago, Turks & Caicos, Orlando and China (Peking)
LOCAL AREA	Resort	On/Off	Kenya (Mombasa/Malini), Maldives, Seychelles, Sri Lanka, Antigua< Aruba, Bahamas, Barbados, Cayman, Cuba, Grenada, Jamaica, Nevis, St Kitts, St Lucia, Trinidad & Tobago, Turks & Caicos, Orlando and China (Peking)
	Romantic	On/Off	A matter of personal judgement
	Inspirational	On/Off	A matter of personal judgement
	Glamorous	On/Off	Barbados, St James Beach, Auba, Palm Beach Grenada, Grand Anse Beach, Antigua, English Harbour, Nevis, Pinney's Beach, Jamaica, Montego Bay
ACCOMMODATION	Luxury	On/Off	Barbados, St James Beach x 3, Aruba, Palm Beach x 1 Grenada, Grand Anse Beach x 3, Antigua, English Harbour x 1, Nevis, Pinney's Beach x 1, Jamaica, Montego Bay x 3
	Full Board	On/Off	Barbados, St James Beach x 3, Aruba, Palm Beach x 1 Jamaica, Montego Bay x 3
	Pool	On/Off	Barbados, St James Beach x 3 Auba, Palm Beach x 1 Jamaica, Montego Bay x 3
	Beachfront	On/Off	Barbados, St James Beach x 3 Auba, Palm Beach x 1 Jamaica, Montego Bay x 2
SPORTS	Suba Diving	On/Off	Barbados, St James Beach x 3 Auba, Palm Beach x 1 Jamaica, Montego Bay x 2
THINGS TO DO	Restaurants	On/Off	Barbados, St James Beach = Amond Beach Club = Coral Reef Club Auba, Palm Beach = Aruba Marriott Resort Jamaica, Montego Bay = Tryall = Half Moon Club

### Stop & Save

- How can we help
- Type of Holiday
- Getting clear
- Your Postcard
- Recommendations

### Rob's Postcard



09757020.03604  
T0920.02025260



## Detailed side-by-side comparison of options

HOTEL	Royal Hideaway	Tamarind Cove
DESTINATION	Mexico	Barbados
LOCAL AREA	Yucatan Peninsula	St James Beach
TRANSFER TIME	45 mins	40 mins
No OF ROOMS	200	166
FULL BOARD	Yes	Yes
DISTANCE TO BEACH	Beachfront	Beachfront
SWIMMING POOL	2 main + 2 relax	4 main + 2 whirl
BARs	3	4
FITNESS CENTRE	Yes	Yes
SAUNA	Yes	No
RESTAURANTS	5	1
ON-SITE ENTERTAINMENT	Nightly	Nightly
SPORTS FACILITIES	Kayaks, windsurfing, snorkeling, catamaran, Sailing, Water Polo, Bike Hire	Waterskiing, Windsurfing, Sunfish & Catamaran sailing kayaks, snorkelling all with tuition
MASSAGE	Yes	No
COCKTAIL PARTY	Weekly	No
CASINO	Yes	No
GOLF COURSE	Nearby	
ROOM SERVICE	Yes	No
GARDEN ROOMS	Yes	Yes
SUPERIOR ROOMS	Yes	Yes
STANDARD ROOMS	Yes	Yes
AIRCONDITIONING	Yes	Yes
TELEPHONE IN ROOM	Yes	Yes
TV + SATELLITE in ROOM	Yes	TV
CD HIFI in ROOM	Yes	No
RATES MAY 7 nights	1397	917
RATE MAY Extra Nights	133	75
RATE MAY Ocean View Twin	17	9
RATE MAY Jun Suit Pool/Garden View		19 19
RATE MAY Jun Suite Ocean view		32

292 →



FIG. 19